

**From:** Steve Engmann [steve@comstrategies.com]  
**Sent:** Monday, September 06, 2010 10:44 AM  
**To:** Steve Engmann  
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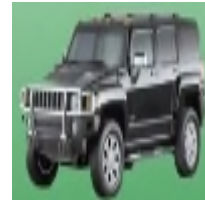
# Success Update

Welcome to our periodic update on business software and services for our customers, business partners, prospects and friends.  
September 7, 2010

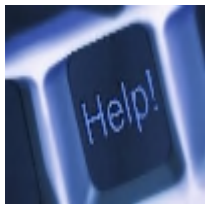
## Technology Trends

Is your technology an SUV? Here are some interesting comments presented at a recent seminar by Dana (Rick) Richardson, a specialist in technology trends.

- The cloud presents Microsoft with a host of challenges to its time tested model of selling desktop and computer server software for lucrative licensing fees. A former VP at Microsoft states that Microsoft is GM and Windows and Office are SUV's, highly profitable in their day but dinosaurs in today's world.
- We are facing a transition in which the consumer, not the office worker, is the dominant force shaping the tech landscape.
- Critical business drivers are real time information and robust mobile access to it. Apple iCloud will connect hundreds of millions of mobile workers with enterprise data and information.
- Google owns 65% of the internet search market. Google claims they have 2 million businesses of all sizes already using their cloud based business applications.
- VMware is the leader in virtual machine software which sits between the operating system and the hardware. Virtualization will continue to grow.



## MAS 90 Support



Join us for our FREE **3rd Thursday at 9** webinar  
September 16th, 9:00 - 9:30 a.m.

### MAS 90 Support. How to's and options!

- Did you know that Sage Software Online support is included with your annual Sage Software Subscription Plan?
- Find out how to create and use your own on-line support account.
- Find out how to update your contact information for your company.
- Sage has announced major changes in what versions are supported, Extended Solutions, FrX and F9. How does this impact my business?
- How does Windows 7 and new hardware platforms impact MAS 90?
- How can we avoid surprise support costs?
- What is "Worry Free Support" offered by Competitive Strategies, Inc.?
- Do you have a Support Topic not mentioned above? Send an e-mail to [steve@comstrategies.com](mailto:steve@comstrategies.com) in advance of the session and we will make sure to answer your question.

Here is the link to register, <https://www1.gotomeeting.com/register/677064720>

## Automated Backups

Don't ignore your backup and recovery system. This past month a local company lost all of their data due to a harddrive crash. They had a backup tape system but didn't bother to change the tape. After the harddrive crashed at night, the tape backup drive kicked in and over wrote the tape with nothing.



The leading causes of data loss are 78% hardware failure, 11% human error, 7% software corruption and 1% natural disaster. Statistics show that if you lose access to your data for 10 days, there is a 93% chance of bankruptcy within 1 year. We recently attended a session on "Better Options for Backup" and have a 27 page handout which explains many of the available options on the market today. Contact us if you would like a copy of this handout to review.

## Who is Buying an Item?

### Inventory Sales History Report

Have you ever wondered which customers are buying an item? MAS 90 keeps all of this information for you. Use the Inventory Sales History Report to get the information you need.

Go to Inventory, Reports, Inventory Sales History Report. For the "History Option", select Customer Detail. Click the "Print Ship-to Detail" checkbox if you want to see sales by ship to location for each customer. For the "Item Sales Option", select Range of Dollars Sold. Enter the minimum dollar amount purchased in the "At Least" box. For Data to Print, select the "Qty Sold" checkbox.

## E-Mail Marketing

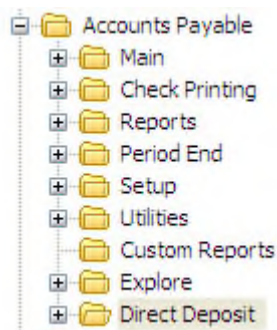


Did you know that ACT! E-Marketing is powered by Swiftpage? Swiftpage helps you deliver marketing messages directly from your ACT! database to the right contacts at the right time and updates your contact records accordingly.

For a Free Trial and additional information, visit <http://www.comstrategies.com/systems/swiftpage-e-mail-marketing> This newsletter was designed using Swiftpage and delivered to our contacts in ACT! by Sage.

Contact our ACT! Certified Consultant for assistance. [Christina@comstrategies.com](mailto:Christina@comstrategies.com)

## A/P Direct Deposit for MAS 90



MAS 90 version 4.40 with Product Update 2 is now available. One of the new features included is the ability to pay vendors electronically. MAS 90 creates an ACH file that can be submitted to your bank. Payment stubs for each vendor will be created as a pdf document and automatically e-mailed to the vendor to notify them of the payment.

ACH Electronic Payments is a Sage Extended Solution that is now being incorporated into MAS 90 at no additional charge. We have several customers who have been using this feature for the past two years and have saved lots of time and money.

Vote for the next new features to be included in MAS 90 by visiting [www.sagemas.com/mas\\_90\\_200\\_feedback](http://www.sagemas.com/mas_90_200_feedback)

## QuickBooks & Peachtree - Integration Support

If you or your customers need help with advanced features in QuickBooks or Peachtree, we can help. Tina Beck is a Certified QuickBooks Pro Advisor and also provides advanced Peachtree support.



Did you know that both products now have database connections available that make it easier to integrate with Quotation Systems, Reporting Systems and Barcode applications? If you are still keying data into a spreadsheet, give us a call to find out how to automate the reporting process.

## We Appreciate Your Referrals

We appreciate your business, your referrals and a chance to work together to strengthen our community. Participate in our "Referrals Pay - Pay It Forward" program by completing the referral program form located at <http://www.comstrategies.com/resources/referrals-pay>

## Competitive Strategies, Inc.

CSI has been working with small businesses in Northeast Wisconsin since 1997. We specialize in management reporting, task automation and helping your business become more efficient through the use of software. Our planning, systems, success methodology is proven, our expertise makes it happen.

Specialties include Custom Database Applications, MAS 90, ACT!, F9, Crystal Reports, QuickBooks and Peachtree. Visit [www.comstrategies.com](http://www.comstrategies.com) for more information and to view our customer "Success Stories".

Our consultants Steve Engmann, Jackie Lingg, Christina Theobald, Scott Loker, Tina Beck and Kim Engmann look forward to working with you!

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